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Inside Information

United States Department
of Agriculture

Office of Public Affairs

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

ALTERNATIVE PLANT AND ANIMAL PRODUCTS CENTER AT U. OF MINN. OFFERS NEWSLETTER

The University of Minnesota's Center for Alternative Plant and Animal Products (formerly the Center for Alternative Crops and Products) has a newsletter called "BioOptions."

The Center, created to aid in the development of alternative crop and livestock products, provides a University of Minnesota focus for generating, receiving, and evaluating new product ideas. It also promotes research and development efforts, and disseminates information to the public on alternative plant and animal products.

"BioOptions" is designed to provide interaction among people interested in alternative enterprises, including producers, researchers, extension agents, and those in the agribusiness sector.

For subscription information, contact: Center for Alternative Plant and Animal Products, 305 Alderman Hall, 1970 Folwell Ave., University of Minnesota, St. Paul, MN 55108.

11TH NAT'L. MEDIA CONFERENCE AND MERCURY AWARDS CEREMONY BEING HELD DEC 4-6

The 11th Annual National Media Conference & Public Relations Forum will be held at the Sheraton Centre Hotel in New York City, December 4-6. As part of the conference, the 3rd Mercury Awards Competition ceremony will be held on December 6.

The competition recognizes outstanding achievement in professional communications, and is designed to honor innovation, skill, and knowledge. The Mercury Award symbolizes the spirit of agility, creativity, and success of the message communicated.

Categories are suitable for any type of communications produced for corporations, private companies, non-profit organizations, associations, government agencies, and media outlets. The competition is an opportunity to have the communications piece you helped create or produce be judged the best by peers in your profession.

For further information on the conference or awards, contact: MerComm, Inc., National Media Conference, 165 West 91st Street, Suite 15-G, New York, NY 10024. Telephone 1-800-634-4020, or in New York State 212-362-2353.

USDA'S NAL-FNIC 'SUPPLEMENT TO NUTRITION EDUCATION' BIBLIOGRAPHY NOW AVAILABLE

The Food and Nutrition Information Center (FNIC), part of USDA's National Agricultural Library (NAL), has announced a new addition in its Bibliographies and Literature of Agriculture (BLA) series.

An update of BLA Number 31, BLA Number 89 is entitled "Promoting Nutrition Through Education: A Resource Guide to the Nutrition Education and Training Program (NET), Supplement 1, 1989."

This update, contains: (1) new items developed since publication of the first bibliography (1984) by agencies participating in USDA's NET program, (2) current research articles and evaluation reports about NET programs, and (3) updates of items listed in the first bibliography (for example: item is no longer available or source of item is different).

Each of the citations contains an abstract, descriptors, title, author, source, format and FNIC call number. All of the items listed in the bibliography are available for loan from FNIC.

The new bibliography is available from FNIC free of charge on a single copy basis while supplies last. To obtain a copy, write to or call: FNIC, Room 304, National Agricultural Library, Beltsville, MD 20705, or 301-344-3719.

For further information, contact: Natalie Updegrove, 301-344-3719.

WORLD'S FIRST KENAF-BASED NEWSPRINT MILL WILL BE CONSTRUCTED IN SOUTH TEXAS

The world's first kenaf-based newsprint mill will be built by industry in south Texas by 1991. Kenaf, a fast-growing, annual, non-wood fiber plant that matures in 5 months, is a relative of cotton and okra.

Newsprint processed from kenaf was successfully used in 1987 by newspapers in California, Texas, and Florida. (See: INSIDE INFORMATION, August 1987, for related story).

Construction of the 84-ton-per-day mill will be the first use of kenaf as a commercial fiber in North America. It is a culmination of a successful four-year cooperative effort between USDA and the private sector

in a commercialization project linking farm and industry.

USDA has supported the kenaf commercialization project with \$1.85 million since 1986 through research and demonstration activities with private companies, universities, and other government agencies.

USDA's Agricultural Research Service and Cooperative State Research Service work to provide U.S. farmers with new options through research, development, and commercialization programs.

The industrial sponsor of the \$35 million mill is The Kenaf Paper Co. of Texas, which includes Kenaf International of Bakersfield, Calif., Bechtel Enterprises, Inc. of San Francisco, and the Sequa Capital Corp. of New York.

The mill will be located in western Willacy county with the farming of the kenaf scheduled for Willacy, Hidalgo, and Cameron counties. The marketing region may reach as far as Dallas/Ft. Worth and Houston, with annual revenues of approximately \$18 million dollars. About 4,500 acres will be under cultivation annually with expected yields between 6 and 8 tons per acre.

NAT'L. ASSOCIATION OF GOVERNMENT COMMUNICATORS TO EXPLORE COMMUNICATION TRENDS

Communications trends in technology, media relations, and personnel will be explored at the National Association of Government Communicators (NAGC) annual conference December 6-8, in Arlington, Virginia. The conference theme is "Communication Trends for the 90's."

Headlining the program are Hodding Carter, III, who will deliver the keynote address; Constance Newman, director of the Office of Personnel Management; Russell Savage, executive director of AT&T Bell Laboratories, Short Hills, N.J.; and Alan Pessin, Beijing Bureau Chief for the Voice of America and 1989 NAGC Communicator of the Year.

Conference participants also will be able to attend professional development sessions on such topics as speechwriting, new ways to distribute news, pre-testing information materials, designing a media training program, visual design, using radio for news and public service announcements, and effective promotional campaigns.

The conference kicks off at 1:30 p.m. December 6 with Carter, a former Assistant Secretary of State for Public Affairs; and close with a luncheon honoring Pessin, who reported from Tianamen Square in Beijing, during this year's student uprising.

For more information about the conference and details about registration, contact NAGC at 703-823-4821.

SOME WESTERN STATES COOPERATING IN PRODUCING SATELLITE TELECONFERENCE SERIES

The first in a series of dairy management workshops was held via satellite on October 23. It involved rather unique cooperation among some western states in producing satellite teleconferences.

This year's teleconferences are a cooperative effort among Washington State University (WSU), Oregon State University (OSU), the University of Idaho (UI), and Utah State University (USU). The cooperation applies to all phases of the production process.

The teleconference scheduled for November 7 on "Dry Cow Management" will include presenters from UI and WSU. It will be produced from a studio at WSU, but sent to UI via cable and uplinked on KU-band from there.

On December 5, the program "Calving to Peak Production" will include one speaker who will be uplinked from USU and another speaker who will be delivered via microwave from OSU via a hook-up that will involve Oregon Public Broadcasting and the Washington Higher Education Teleconferencing System. This is a microwave system with origination and receive sites in Vancouver, the Tri-Cities (Richland, Pasco, Kennewick), Spokane, and the main WSU campus in Pullman.

WSU will take the combined signal and again send it over to UI where it will be uplinked. Additional programs for January and February will use similar combinations of regional expertise and telecommunications to bring the relevant expertise to dairy farmers of the four western states involved in this effort.

The brainchild behind this effort is Joe Hillers, WSU dairy specialist, with technical assistance of John Francis, WSU TV/video specialist.

The cooperation among individuals at several universities in subject matter, program production and delivery is unique, and show what can be done when states are willing to work together.

For more information, contact: Scott V. Fedale, Chair, WSU, Information Department, College of Agriculture and Home Economics, Pullman, WA 99164-6233. Telephone: 509-335-2823.

NEW FORMULAS EXPAND USE OF SOYBEAN-BASED INKS BEYOND NEWSPRINT TO GLOSSY PAPER

New formulas are helping to expand the use of soybean-based inks. As recently as six months ago, soy inks for web offset presses (used for most magazines and brochures) were not developed.

Soy inks were first used for printing newspapers in 1986. But, the glossy paper used for most magazines does not absorb ink as well as newsprint. This created a problem with the ink not drying quickly enough. The new formula enables magazine presses to use the soy inks on glossy paper without the drying problems of the earlier inks.

Soy ink in newspapers produces more vibrant colors and rubs off less on the readers' hands. More papers are printed with less ink, the soy inks cut down on volatile compounds in the press room, and are much safer for the environment.

Jim Thomas of the American Soybean Association, says more than 200 U.S. print shops have started using the new sheetfed inks. The presses do not need modification, the ink spreads evenly on the rollers, and the cleanup is easier.

Thomas estimates a potential market for more than 50 million bushels of soybeans in inks being developed for flexographic printing—used to print packaging materials such as milk cartons and cereal boxes.

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NEW NATIONAL RESEARCH COUNCIL REPORT ADDRESSES RISK COMMUNICATION CONCERNS

According to a new National Research Council (NRC) report on risk communication, the following statements are false: (1) The news media always exaggerate public health risks; (2) the public always wants simple, cut-and-dried answers when dealing with risks; and (3) as long as messages about risks are clearly communicated, people believe them.

The NRC committee that authored the report says these misconceptions seriously hamper communication about health and environmental hazards among government, industry, the public, and others.

Concerns about the quality of risk communication have been building for many years following major events at Three Mile Island, Love Canal, and Bhopal, India.

Government officials and industrial managers, responsible for managing health and environmental risks, think the public doesn't understand; the public is tired of failed promises and being treated in a condescending manner; and scientists are distressed because the media and the public misinterpret their complex research.

Daily the public learns from news reports and other sources about hazards such pollutants in the air and drinking water, pesticide residues in food, and threats from radiation, toxic chemicals, and new diseases such as AIDS.

Communication about such risks is often believed to be a one-way street, delivered from experts to non-experts. Effective risk communication should be an interactive process of exchange of information and opinion among individuals, groups, and institutions.

The NRC committee suggests that risk managers open the process in the early phases of managing risks to ensure dialogue with people who may be affected by a potential risk.

The report points out that good communication alone can't solve the risk-management problem. Many people have unrealistic expectations about what can be accomplished. Good risk communication can't always reduce public anxiety, especially when the conflict involves differences in goals and underlying preferences.

To help government officials, journalists, and others avoid the most common pitfalls associated with risk communication, the committee prepared a checklist of issues to consider in designing such messages. Solutions often entail changes in risk management and risk analysis.

The report suggests that groups should jointly fund a consumer's guide to risk and risk communication that would articulate key terms, concepts, and trade-offs in risk communication and management. It would also offer advice to the public for evaluating risk messages and participating effectively in the process.

The report, "Improving Risk Communication," is available for \$29.95 from: National Academy Press, 2101 Constitution Avenue, N.W., Washington, DC 20418, or by calling 202-334-3313.

For more information contact: Carol Pearson or Gail Porter, 202-334-2138.

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CHIEF OF MEDIA AND PUBLIC AFFAIRS BRANCH OF FAS INFORMATION DIVISION DIES

W. David (Dave) Garten, of USDA's Foreign Agricultural Service (FAS), died suddenly on November 11. He was chief of the Media and Public Affairs Branch in FAS's Information Division.

Garten, 44, was born in Hinton, West Virginia and graduated from Marshall University in Huntington, W. Va.

He began his government career in 1976 as a public information specialist with USDA's Agricultural Marketing Service (AMS) for 18 months. Following several years with USDA's Food Safety and Quality Service, and Food Safety and Inspection Service, Garten returned to AMS for 2 years. Since 1983, Garten had worked in FAS.

He is survived by his wife Diane, of Reston, Va.

USDA BROADCASTING EXHIBIT SCORES AGAIN IN KANSAS CITY AT NAFB CONVENTION

USDA's broadcasting exhibit booth, "USDA Touches Your Life," was well received once again in Kansas City— this time at the National Association of Farm Broadcasters (NAFB) annual convention.

Farm broadcasters from all over the United States and Canada picked up about 50 USDA hand-out kits at the booth, which was open four hours on Nov. 9, during the "Trade Talk" section of NAFB, according to Vic Powell, radio and television chief in USDA's Office of Public Affairs.

The booth, which was handled by Office of Press & Media Relations' Marci Hilt, was funded by ten USDA agencies—Animal and Plant Health Inspection Service, Agricultural Research Service, Agricultural Stabilization and Conservation Service, Cooperative State Research Service, Economic Research Service, Extension Service, Food and Nutrition Service, Forest Service, Soil Conservation Service, and Office of Public Affairs.

Jessie, a member of APHIS' "Beagle Brigade" and her handler Sandy Seward, demonstrated how members of the "Brigade" sniff out illegal agricultural items in the luggage of incoming overseas passengers at a number of international airports. These items—fruit and meat—could carry foreign pests and diseases that could cause serious damage to U.S. agricultural products.

SCS soil conservationists Peggy Humes and Richard Cox, and soil scientist David Howard built soil samples for about 75 farm broadcasters and answered questions about soil conservation.

Brenda Curtis, OPA radio and TV deputy chief, and Hilt staffed the booth, with help from agency public affairs specialists: Marlene Stinson, APHIS; Eric Parsons and Kate Katras, ASCS; Will Pemble, ARS; and Joe O'Neill, FmHA.

USDA'S 66TH ANNUAL OUTLOOK CONFERENCE WILL BE HELD IN WASHINGTON, D.C.

USDA's 66th Annual Outlook Conference will run from Tuesday, November 28, through Thursday, November 30. Registration begins at 10:00 a.m. on Tuesday. All sessions will be at the USDA headquarters in Washington, D.C.

A nationwide television broadcast of Tuesday's plenary sessions is planned beginning at 12:00 noon EST over the Telstar 301 satellite (transponder 11 vertical, channel 21, downlink frequency 4120 Megahertz). Information on the downlink is available at 202-447-5368.

The following events will be broadcast:

12:30-2:00 p.m.—Keynote address by Secretary Yeutter; "The Economy and Agriculture in the 1990's" (speaker to be announced); and a speech by U.S. Trade Representative Carla Hills.

2:15-3:30 p.m.—Panel on agricultural policy, with Secretary Yeutter and Congressional panelists.

3:45-5:00 p.m.—Speakers giving an overview of 1990 prospects, including private economist Roger Brinner and USDA officials James Donald and Ann Veneman.

Breaks in the live coverage will be from 2:00 to 2:15 and from 3:30 to 3:45 EST.

The schedule for Wednesday, November 29, and Thursday morning, November 30, includes separate sessions on the 1990 outlook for agricultural commodities and a variety of special topics.

Thursday's agenda also includes two plenary sessions. Implications of global change for agriculture, beginning at 8:15, will include speakers Norman Rosenberg, senior fellow at Resources for the Future; Brian Fisher, director of the Australian Bureau of Agricultural and Resource Economics; and USDA officials Bruce Gardner and Jonathan Kislak.

Speakers at a 10:30 session on environmental concerns, food safety and agriculture include Hank Habicht, deputy administrator of the U.S. Environmental Protection Agency; Frank Young, commissioner of the Food and Drug Administration, and Deputy Secretary Parnell.

For the first time, speakers at the Outlook Conference have been invited to submit their speeches for distribution via computer over USDA's Computerized Information Dissemination (CID) system. Speeches submitted for this service will be released at 3 p.m. EST on the day of the speech.

Another feature of this year's conference is the closed-circuit television broadcast of the Tuesday and Thursday plenary sessions within USDA.

A press room will operate during the conference in room 4302 of USDA's South Building. For information, call Shirley Hammond at 202-786-1494.

Registration is free. For program and registration details, including information on ordering audio tape cassettes of Outlook '90 and a printed proceedings and chartbook, telephone 202-447-3050, or write Outlook '90, Room 5143-S, USDA, Washington, DC 20250-3900.

COMMUNICATION SKILLS INCLUDED IN LAND BETWEEN THE LAKES 1990 SEMINAR SERIES

Marketing...Communication Skills...Maintenance Management...Customer Service. If any of these topics are of interest to you, you might consider the Land Between the Lakes (LBL) 1990 Seminar series.

LBL is a 170,000 acre tract of land operated by the Tennessee Valley Authority in western Kentucky and Tennessee as a national demonstration in outdoor recreation, environmental education, and resource management. Part of that demonstration charge is to try new things and take a leadership role in public agency training.

The LBL seminar series began in 1987. The first seminars were conducted at LBL. Now most of the seminars are held outside of LBL. In 1989, seminars were conducted in Michigan, South Carolina, Indiana, Arkansas, Nevada, New Mexico, Kentucky, Wisconsin, Montana, and Washington, D.C.

Each seminar is designed to meet specific needs, and are applied, not theoretical, hands-on, active training.

Seminar fees for 1990 are: 1-4 hour seminar - \$500 plus travel, lodging, and per diem. 1 day seminar - Per registrant fee of \$75 (a minimum group charge of \$750) plus travel, lodging, and per diem. 2 day seminar - Per registrant fee of \$125 (minimum group fee of \$1,500) plus travel, lodging, and per diem.

The Communication Skills seminar is designed to improve participants' speaking skills. Public speaking skills, planning speaker support, making good media impression, and principles of public debate are some of the sessions available. Some groups choose to do video sessions of their speeches at the beginning and end of the seminar.

There are a limited number of seminar slots open.

For more information, contact: James C. Carpenter, Program Administrator, Professions Development, Land Between the Lakes, TVA, 100 Van Morgan Drive, Golden Pond, KY 42211-9001. Telephone is 502-924-5602.

USDA PLANS RELEASE OF NEW YEARBOOK TO COINCIDE WITH OUTLOOK CONFERENCE

The 1989 Yearbook of Agriculture, "Farm Management: How to Achieve Your Farm Business Goals," is ready for release by the U.S. Department of Agriculture. The release will coincide with the Annual Outlook Conference being held November 28-30.

This year's book may help farmers improve their management skills and achieve greater success in today's business environment.

The yearbook of agriculture, published since 1894, has a different theme each year.

In this year's 336-page hardback, more than 80 authors from the farm community, academia, and government examine how farmers plan and manage their operations. The focus throughout the book is on individual farmers making decisions on the use of their resources—land, labor, capital, and managerial skills. Case studies reveal real farm managers solving real problems.

The new yearbook is divided into eight sections. Part I describes what farm managers do, who they are, and what makes them successful. Part II looks at goal setting, evaluating risk, choosing enterprises, starting or expanding a farm, and incorporation. Part III examines the specific business tools farmers use, such as budget analysis and computer programs. In Part IV, experts recommend how to use key resources efficiently.

Part V considers the relationship of farming to the physical environment, taking a special look at low-input sustainable agriculture. Part VI tells where farmers get information to help them make decisions. Ongoing education and access to state-of-the-art expertise are the focus of Part VII.

The final section looks toward the future and discusses the changing nature of farming and the reasons why astute management will be essential for success farming operations.

Members of Congress have limited free copies of the yearbook for public distribution. Copies also are available for \$10 from the Superintendent of Documents, Washington, DC 20402. In addition, the yearbook will be sold at government bookstores in many cities.

USDA has no copies for sale or distribution.

NEW USDA OFFICE OF PUBLIC AFFAIRS DIRECTOR ADDRESSES ACE MONTHLY LUNCHEON

Paul Kindinger, director of USDA's Office of Public Affairs, addressed the D.C. Region of Agricultural Communicators in Education at its November luncheon.

Named OPA director in September, Kindinger is responsible for public liaison, intergovernmental affairs, and information operations.

Kindinger began his talk with a rhetorical question: "Why did I come to Washington?" He then gave some pretty unusual reasons: (1) The World is getting smaller, (2) We still think we won the second world war, (3) Henry Ford is dead, and (4) Haynes Inspector #12 and Lee Iacocca.

When he explained a little, they became valid reasons for making the move. The world is getting smaller—travel, communication, population. The world assuredly is getting smaller for the food and agriculture industry. Many producers think this is a world where you still can dump surpluses.

Second, surely, the Japanese physically lost World War II, but they have since created terrific strategies to market their products. They are masters at economics and marketing their products. They have a great knack for getting inside our heads, for merchandising, and understanding what it takes to compete in a global society.

Third, Kindinger continued, yes, Henry Ford is gone, but Americans are still dealing with the farm situation like Henry dealt with the automobile: make one model and sell it. America's farmers can no longer simply be production oriented. We must be customer oriented, market oriented, and niche oriented. Farmers must differentiate grades, prices, and markets.

Finally, the Hayes Checker and Lee Iacocca both stress quality and that is what American agriculture must do. We need to emphasize quality in our food system. Food safety is a big issue and it will be bigger.

Kindinger said that part of our job is to recognize change and to help the food and agricultural industry deal with the transitions.

To accomplish our job, Kindinger emphasized the 2-way aspect of information sharing. "We should focus on how to form partnerships inside USDA, between federal and state governments, and between other federal agencies."

He also stressed networking. "Success in the 90's will depend on how well you network. Networking is the ability to send out, bring in and share information.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

December 4-6:

NATIONAL MEDIA CONFERENCE & PUBLIC RELATIONS FORUM

Sheraton Centre Hotel, New York, New York

Contact: 1-800-634-4020 (in NYS 212-362-2353)

December 6-8:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

December 13-15:

DEVELOPMENT COMMUNICATIONS, INC. PROFESSIONAL VIDEO SEMINARS

815 N. Royal Street, Alexandria, Virginia

Contact: DCI, 703-683-3100

January 25, 1990:

HOW TO DO A NEWSLETTER THAT GETS READ SATELLITE VIDEOCONFERENCE

University of Missouri, Columbia, Missouri

Contact: Joanne Heisler, UMC, 314-882-2854

January 31 - February 4, 1990:

INTERNATIONAL FOOD MEDIA CONFERENCE

Radisson Mark Plaza Hotel, Alexandria, Virginia

Contact: Bill Primavera, 914-245-5390

February 28 - March 3, 1990:

21ST ANNUAL COUNTRY RADIO SEMINAR - ROAD MAP FOR THE 90'S

Opryland Hotel, Nashville, Tennessee

Contact: Frank Mull, 615-327-4487
